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THE KANSAS EDITOR



A Monthly Journal of Information and Entertainment
for the Kansas Newspaper Fraternity. Published by
The Department of Journalism, University of Kansas

Yes, It's Coming Again in April

Speaking of the short course for newspaper men to be given in connection with the meeting of the State Editorial Association, the Editor and Publisher (New York) says they are the means of "Getting out of the Rut:"

"The experiment made in 1914, of conducting a four-day course of instruction in newspaper making at the University of Kansas for the benefit of the editors of the state, was such a success that another course will be held under the direction of the Department of Journalism, next April.

"More than 250 editors were in attendance at the first session. These derived so much practical benefit from the lectures delivered that they have urged the University to give them another opportunity to listen to and participate in the discussion of journalistic problems.

"As the National Association of the Teachers of Journalism will hold its annual conference at the University of Kansas the same week, it is probable that a larger number of newspaper men will assemble than has ever been brought together at any one time before in the Middle West. * * *

"The benefits conferred upon the newspaper men of the several states by these courses of instruction are incalculable. The editors who attend

them have a chance to see and hear some of the leading newspaper and advertising men of the country. They get at first hand the results of their experience and observation. Their minds are broadened, their enthusiasm is awakened and their ambition is stimulated. They go back to their homes with new ideas and suggestions that will help them get out better papers and make more money.

"Too many newspaper men, especially in the smaller towns and cities, get into a rut. They meet others engaged in the same work only at infrequent intervals; they know but little of the ways and means their fellows are employing to improve the character of their output and increase their incomes. The journalistic conferences or courses conducted by state universities come, therefore, as a relief to the monotony of their daily round of duties. Those who have enough snap and energy to attend them find a new world of interest in their work. They profit by the experience of others and are able more nearly to measure up to their opportunities."

The January Kansas Editor will give you the details—dates, speakers, etc—of the editorial meeting including the special sessions on news, administration, advertising, circulation, and printing costs.

THE KANSAS EDITOR

A Monthly Journal of Information and Entertainment
For the Kansas Newspaper Fraternity

VOLUME 3

DECEMBER 1915

NUMBER 1

Foreign Advertising *via* Industrial Service

LIKE Banquo's ghost, there is one question that bobs up serenely whenever Kansas editors come together. It is: How can country publishers get more national advertising?

So when the Kansas Daily League asked me to put the question personally and directly to national advertisers, advertising agencies and special representatives, I accepted the assignment with peculiar pleasure. First, because the department of journalism has as a basis for its work three purposes: To train the youths of Kansas for newspaper work, so that they may accomplish more and that more easily; (2) to carry out its part of the University's policy of utilizing the institution's laboratories, libraries and class work, whenever possible, for the benefit of the state's professions and industries; (3) to help develop state resources by scientific investigation of their problems.

Second: The reporter's curiosity to know led me to wonder many times why the Kansas papers—which state for state are the best papers in the Union—were not obtaining their share of national business. The Kansas country papers are getting less per unit of population—and with greater purchasing power—than those of the neighboring states of Illinois, Iowa, Indiana, or Ohio.

Surely, here was an opportunity for a teacher to make himself more efficient as a teacher, to enable his department to do better its small share of state service work, and to study scientifically a condition that affects materially the sixth industry in Kansas.

Nor from a university man's standpoint is this question of how to get more dollars and cents as materialistically blunt as it sounds. It meant a study of one of the greatest forces in the world today.

Economically. There is spent in the United States each year one billion dollars for advertising.

\$1,000,000,000!

Those nine ciphers put the figure for me in the land of the fourth dimension. I had to skirmish around to reduce it to my vocabulary.

So I found out that a billion dollars would pay off the national debt.

It would match the gross earnings of the railroad systems of the country.

It would build three Panama Canals.

It would rebuild every college and university building in the United States,

re-equip the libraries and laboratories, and then maintain them for eight years!

Sociologically. It has vitally affected living conditions and the relations of one hundred million people. It has taught them to cook without fire, to sweep without brooms, to hear the world's best music from a disc, to add up figures by machinery. It has reset our breakfast table. It has annihilated distance with the automobile. It has created new labor-saving, time-saving, money-saving desires. It has made us better buyers and better sellers of merchandise. It has shot ahead our standard of living by centuries!

So if I had been asked to choose for study the most interesting topic connected with journalism, I should have answered "Advertising." No greater monument could be set up for a man than to have it said

HE HELPED TO MAKE ADVERTISING MORE EFFICIENT

* * *

To fall into a somewhat slower method: It is quite generally admitted that there is a frightful waste in advertising; some place the waste at fifty per cent, others declare it to be greater than that. A fifty per cent efficiency means \$500,000,000 thrown yearly into the deep sea. If the figure seems preposterous, study for the moment your own local field: How much money are you sure is wasted there in one year by injudicious and unintelligent advertising?

Waste, of course, is a law of profligate nature, and it is resident in all forms of industry. But even generous nature would flinch at a 50-50 basis of efficiency, and there is not an industry in the land that could hold up under such conditions.

Nor can advertising.

* * *

Everywhere I met with a new note in advertising. It was an honest effort to reduce the waste, to eliminate a little more the gambling element, to make the printed salesman more of a salesman. The first concrete expression of this effort I found in the movement for a more helpful and healthful and intelligent cooperation on the part of the editor and publisher.

The Nobby Tread Tire company spent several hundred dollars advertising its tires in Topeka. At the end of a six weeks' campaign it was found that there had not been a Nobby Tread tire on sale in Topeka during that time. This was dead waste, yes, worse than dead waste because it would have been better if prospective customers had not been sent inquiring for Nobby Tread tires only to be disappointed.

A hardware company after spending a hundred dollars in a small city learned that the two leading local hardware stores had its goods in the basement and were diligently and religiously boosting the goods of a rival concern. If a customer was sent by the local paper's ad to the hardware store for an advertised article, he would be met by the salesman's "O, you don't want that brand! It is being over-advertised. We found it so unsatisfactory that we had to drop it. Now, we have here, etc." Another case of advertising money thrown into the deep, deep sea.

And the question you are on the point of asking me, I put to the national advertiser: "Do you expect the newspaper to take on a big part of your sales-manager's duties? Can you conscientiously ask the editor to iron out wrinkles in the jobbing

department? Aren't you in a position of buying a saddle and bridle and asking to have a horse thrown in?"

The answers that came back were various but all pointed in one direction:

"Would you take my copy and good money to advertise an article which you knew would not sell or which could not be bought in your community? Granting that it is my business to see that my distribution channels are free, aren't you, as my salesman, as you style yourself, morally bound to assist me in delivering the goods you sell? In other words can the editor resort to that early side-step, 'Am I my brother's keeper?'"

Another took a different tack:

"If you were selling a commodity wouldn't it be to your advantage to increase that commodity's efficiency, to lengthen its life, to make it more serviceable? Advertising is the editor's commodity. Despite the big stories of the Gold Dust Twins and the Victor dog, its exact value is unknown and in many cases is questionable. If I were dependent upon advertising for a living I'd go far out of my way to assist it in the job of making good."

Another advertiser put it this way:

"If an editor had a man selling subscriptions for him and in the course of his solicitation he found a complaint—one complaint—that the carrier did not deliver the paper because the complainant was on a side street, what would the publisher do to this salesman if he should tell the subscriber that that was none of his business, that it was up to the circulation manager, or distributor, or business manager, to see that the paper was delivered, and finally that he was not paid to do the circulation manager's work?"

"How long would that circulation salesman last?"

All admitted that there had been many, many crimes committed in the name of newspaper cooperation. They did not condone these offenses. They insisted that advertisers should ask for nothing but that legitimate help which any workman or partner (partner, I think, is the better word) could be expected to give. The circulation salesman mentioned above certainly could be expected to notify the circulation manager of the leak in his department. The publisher could certainly be expected to look after his client's interests to the extent of notifying him that there was an obstruction somewhere along the line. The company would eagerly take steps to remove the trouble.

An editor, a good friend of mine, said the other day: "The Sun-kist orange people, because they have a \$50 contract with me for advertising space, had the nerve to ask me to distribute a package of dealer helps among the merchants handling their goods. I shoved the stuff into the waste-basket in a hurry."

A man who spent last year \$500,000 in railroad advertising told me that an editor printed a story to the effect that forty passengers had to stand in the aisles for two hours on one of his company's trains because of lack of equipment and then followed up the story with an editorial of the "Something Should Be Done" type, calling on the Utilities Commission to investigate. The general passenger agent wrote the editor a courteous letter asking for the date and train, saying that he wished to fasten the blame and take steps to prevent a recurrence of the trouble. He received

no answer from the editor, and although a second letter was written, three months ago, the editor has not had the courtesy to reply. This in spite of the fact that the editor is carrying \$125 worth of that railroad's advertising, telling his readers to patronize the road. Surely here was opportunity for healthful cooperation!

A corset manufacturer who spent \$100,000 last year in newspapers complained not only of the lack of cooperation but of the downright antagonistic attitude taken by the newspapers, unwitting doubtless in most cases, but nevertheless antagonistic. Some long-haired reformer started a fake story about "the corset evil," its menace to health, and how some medical society of Timbuctoo had condemned it unqualifiedly, and closed the article with resolutions adopted by French society (?) leaders against its use. The story got into the plate, it was clipped and reprinted from coast to coast, in many cases appearing alongside the advertisement of the corset-manufacturer. No editor, it seems, took the trouble to look into the facts. Careless editing in this case libeled a legitimate industry, and an industry that was using the columns of those very newspapers to sell its goods.

"No one expects an advertiser to bridle the editor's tongue," said the corset man, "but the publisher ought at least to give his national advertiser the same fair and careful treatment that he gives his local industry. Not one of those editors would have printed a damaging story about his banker or druggist or dairy without a preliminary investigation. Why should not the corset industry get the same treatment?"

* * *

So, again and again, in answer to my question, "How can the country editor get more national advertising?" came instances of lack of cooperation, due, I am confident in most cases to carelessness and thoughtlessness, but enough in number to fill a book. "Why should we take the hazard of the country press when we can get from the magazines and high class dailies not only cooperation but scientific assistance as well?" And this brings me to the second chapter of my story.

* * *

In all, more than one hundred advertising agency managers, national advertisers, special representatives, officials of the American Newspaper Publishers Association, and the American Press Association were interviewed. A seemingly obscure hypothetical question, thrown at me in all seriousness by a national advertiser, may furnish the heading for this second chapter.

"If I should send to your 690 Kansas editors cash copy advertising for overcoats with instructions to run during June and July, how many of those editors would return my money, advising me that there was little demand for July overcoats in their communities?"

Instantly there flashed through my mind a conversation with a Kansas editor a month before. "I received a six dollar advertising contract from the Blank Cement Company not long ago," he said. "This company evidently did not know that the only dealer in our town who handled cement was interested in a rival concern, and would not handle this advertised product on a bet."

But the editor kept the money and ran the advertising.

I must tell you here of the most remarkable letter I ever saw. It was written by

the business manager of a Chicago newspaper which, advertisers and agencies told me, ranked among the best mediums in the United States.

A New York ad agency sent to this paper a \$600 contract with some shoe copy. The ad read "For Sale at All Dealers." Following its custom the paper detailed a man to find out just where the shoes were on sale. It took nine days to locate a store, whereupon the paper informed the agency that the shoe company had insufficient distribution, and that the copy would be held up until better distribution could be obtained, offering to assist in this work if desirable. The agency replied that it knew there was no distribution; that its client knew there was no distribution, that its client was a man who advertised to himself, who merely wanted representation in a Chicago paper, and to "go ahead and run the copy."

Here is the remarkable letter written by the paper to the advertising agency.

"We regret that we cannot run the advertising in question. We feel that we cannot afford to allow a millionaire shoe manufacturer to play with our advertising columns; nor can we afford to send our readers to a store for an article, knowing that they will be disappointed."

I say this is a remarkable letter, because it is years in advance of its time, and it ought to strike those of us who receive copy from cement manufacturers with the force of a six-fold blow.

The manager of an old established jewelry house in New York city directed an advertising manager to prepare copy and insert it in his newspaper. The company had been gradually slipping behind for years and now wanted to advertise big for quick results. The advertising director demanded two months at least to make a study of the business conditions affecting this particular store so that he could prepare intelligent copy. He put three professional shoppers to work in twelve leading jewelry stores, including that of his client. Each evening the shoppers reported in detail what they had found in these jewelry stores; the treatment they had received, and pertinent comparisons. When this had gone on for six weeks, the advertising department was able to lay before the jewelry company recommendations based not on preconceived notions or guess-work, but on facts as to what ought to be done "behind the counter" before customers were persuaded to come into the store by advertising. Just one incident of perhaps forty or fifty will illustrate. One shopper was petulantly told by a jewelry clerk "that if she really was looking for a pin, she could choose from those he had shown her, but if she were merely out shopping, he would be pleased (with a sigh) to go over the stock again."

Here was an honest effort on the part of the publisher to make that advertising account more efficient, and it is waste of white space to remark that the jeweler today has more respect for advertising as a salesman.

The president of the Presbrey agency told me that a hardware company (one of the largest in the world) came to him with \$100,000 to be expended in newspaper and magazine advertising. This company, too, wanted quick action, but Mr. Presbrey asked for six months to investigate that company's merchandising conditions. He put one of his men at the sales manager's desk, two others with salesmen on the road, and a fourth unattached who went "behind the counter"

to obtain information from clerks that the hardware company could not get in any other way. Nor was this all. A special investigator was sent into the lumbering districts of the northwest and the southern Atlantic coast to learn of conditions there in relation to the business of this hardware company.

At the end of six months, Mr. Presbrey appeared before the directors of this company and astonished them with the wealth of information he had about their business. True, he had spent the greater part of his first commission in an effort to make that company's advertising more judicious in copy presentation, distribution of space and choice of mediums. *But there was a second commission*, said Mr. Presbrey.

This gathering of scientific data is not new. About ten years ago the Curtis publications established a Commercial Research Bureau and its reports to prospective advertisers are wonderful examples of what a publication can do in eliminating some of the waste in advertising. Advertisers told me that the Curtis publications were considered the most efficient advertising mediums in the United States, and there is no doubt that this reputation has been gained by their willingness to spend money in obtaining cold-blooded facts about merchandising conditions.

It may surprise my readers, as it astounded me, to learn that a daily paper, the *Chicago Tribune*, maintains a merchandising service department of fifty men, whose services are free to prospective advertisers. This Bureau makes a careful and thorough investigation of market conditions in the Tribune's territory, both from dealer and consumer standpoints. It furnishes the salesmen who work in this territory with detailed instruction regarding dealer and consumer conditions. It dresses windows for merchants free of charge. It installs cost systems free in any store, whether great or small, in Chicago, regardless whether such store advertises or not. (It regards all stores as prospective advertisers. Witness the lone baker who followed the Tribune's recommendations, made after a survey of his business, and who in two years was employing two hundred men!) Its latest help is to hang signs, in 2,000 front windows of groceries and drug stores, *advertising the merchant's advertising*.

The Tribune Merchandising Bureau, after a sociological investigation of Chicago, suggested to a Minnesota flour company that it put a bran flour on the market. This was done February first; advertising began in the Tribune at that time. In one month, twelve hundred dealers were handling bran flour and the flour company, which had previously spent thousands of dollars in magazines *but never a penny in a newspaper*, was shown conclusively by one daily newspaper that newspaper advertising when scientifically directed was eminently worth while!

I should like to tell you of the report the Tribune Bureau made the day I was in Chicago to a face cream manufacturer. I should like to tell you how the Tribune created a market for Pearl hominy, Air-Line honey and Minced Clams through its research bureau.

But I must hurry on to the next chapter of my story, which has to do with this question of creating markets.

* * * *

In one of the advertising agencies I was introduced to a man who had money to

spend to put a new motorcycle on the market. "What's the matter with Kansas to start with?" said I. He turned on me eagerly with a score of questions: How many motorcycles are there in Kansas? What "make" is most popular? How many of each different kind were sold last year? By counties and by sections?

And then these: What are they used for? Are they regarded as a novelty or a necessity? Is there a prejudice against them? Would it be necessary to "educate" prospects to the desirability of owning—or using—a motorcycle?

And then this angle: What about distribution? Freight rates?

And more.

I felt that I was not an intelligent salesman of Kansas newspaper space. I could guess—and did. But as in another case when I "guessed" for a corset manufacturer that the mining districts of the state would not prove good markets for his \$5 corsets, he called my "guess" and said he could sit in New York with a Monteith's geography before him and "guess" as well as I. What he wanted was facts, gotten at first hand.

And there was the promoter of a new coal oil burner. He wanted to know. And the president of an insurance company who was considering using the newspapers. What could I tell him about the average Kansan's attitude toward insurance?

Here was an opportunity for Kansas newspapers to create some new business for the advertising world if they had been in the position to know, or at least to find out.

I have yet to learn of the first national account that has been created by country newspapers. They are all created by the magazines and big dailies and the state press hears of them six months later and tries sometimes to get the advertiser to increase his appropriation so as to take in the small papers. The country papers have been following along behind picking up such scraps as might fall from the big advertising budgets that were created by others.

Now it is as patent to me as it is to you that the individual paper in Kansas cannot maintain a merchandising bureau, create new national business, by itself. But by joining hands together, by presenting themselves as a unit to the national fields, they could do all this and more.

And more!

The "more" is the absolute localness of the country editor, which the big daily or magazine would give its good right eye to have. All advertisers, without exception, marked this asset. In this connection, William A. Thompson, director of the A. N. P. A. said:

"Your biggest asset as Kansas publishers is your absolute localness, your ability to get close to the ultimate consumer, your position in every household that permits you to carry the business messages of advertising to those who know you intimately and who trust you.

"Only through concerted action can the newspapers of Kansas nationalize themselves in the advertising world. You must standardize yourselves; you must find common ground on which to stand, if you are ever to be reckoned with as a national selling force. Single and alone, you are too often marks for the press agent; pie for the bargain-rate hunter, the favor-seeker, the purveyor of undesirable advertising,

and the copy with strings tied to it; everlastingly scrapping for business among yourselves, and sacrificing opportunity for bitter competition."

The rural publisher must make an honest effort to reduce this waste, to eliminate a little more the gambling element, to make the printed salesman a little better salesman. Under present conditions he can not do much by himself to compete with the *Chicago Tribune's* Merchandising Service Department and the Curtis Bureau of Industrial Research. He must join hands with the other publishers of his section and state and together all may by judicious direction raise the efficiency of advertising in the country press.

* * *

The diagnosis included four other ailments, but the foreman has just whispered in my ear that if I write another page it will mean a four-page insert, so I shall simply mention them. As a matter of fact they are what is commonly known as "reprint," as we have heard of them many times before.

"Why don't the Kansas publishers get more national copy? I'll tell you why," said a president of the second largest agency in the world. He waved his hand over a room filled with clerks as he spoke. "It would take those twenty clerks, working eight hours a day, two weeks to get out a piece of copy to your 700 Kansas papers. I can put it in the *Saturday Evening Post* in half an hour.

"In the first place it would require three or four letters to most of your editors to get their latest rock-ribbed rate card. Then there would be some that I'd never get. Then another letter or two to obtain the real cross-my-heart-and-hope-to-die lowest figure. Then more letters for insertion copies, re-joinders and surre-joinders until my whole force is ready to quit.

"The situation would about reach normal again when my client would step in and ask sarcastically if I had not made a slight mistake in the figures I had quoted him on those Kansas papers? He had in his hand at that moment the estimate of another agency which had voluntarily gone into the matter, by which he could obtain the same space in the same papers for so much less, or with such-and-such preferred position, or with the promises of such reading notices.

"And when he goes out the door a little later, unconvinced that I am not a cheap grafter, I swear that I'll never go into country papers again."

It is a trifle disconcerting.

Two comments in justice to the rank and file of country publishers ought to be made. The agencies have suffered no more from unbusiness-like country publishers than have the country publishers suffered from unscrupulous agencies. Second: There is no sense in taking satisfaction that the agency man's criticism "never touched me;" that he is a liar by the clock; that if he doesn't like my way of doing business he can "go to." We started out to learn "Why Kansas publishers was not get more national advertising." Whether true or not, the testimony is coming with varying degrees of emphasis from every general advertiser, that it is difficult to do business with the country press because of the difficulty of reaching them promptly and efficiently, and because of the lack of honest rate cards.

* * *

While not much was said about circulation, all suggested when it was called to

their attention that the country press should have an A. B. C.'d circulation or a satisfactory substitute for the A. B. C.

* * *

The last point but one involved clean columns. There is a good deal of talk just now about "responsive circulation." It means subscribers who through confidence in editor and news and advertising columns, quickly respond to suggestions in the advertising columns.

"Why don't you advertise in the country newspapers?" I pointedly asked a big magazine advertiser. He gave me a pointed reply:

"I could not run the risk of allowing my toilet articles (and they are high grade) to be introduced hand in hand with Whirling Spray and the Man With a Sore, Red Bunion the Size of a Pumpkin on His Toe. You newspaper men aren't fools enough to let your solicitors carry a side line of contraband goods. There's too big a chance that a per cent of your prospects will resent it. And there's been so much said about fake medicines, and beauty washes (a simple solution that can be prepared at home by getting an ounce of Jejol—price deleted by advertiser—at the corner drug store) that a good many people are on the lookout for this stuff. And 'a man is known,' you know. Besides," he added, "very few local ads in the country papers carry conviction. Too many fire sales, closing out sales, announcements of 'under cost' by Store-keeper Tight-wad that nobody believes.

"Now, I know my company in the magazines. It's the kind I like to travel with. It's as hard to get into some magazines and good dailies today as it is to get into an exclusive club. They're so particular."

Of course, I told this man and the others that no papers in the country were as clean as the Kansas papers, that no papers carried conviction as far as the Kansas papers. I became enthusiastic and launched into a eulogy of Kansas papers, Kansas people, Kansas traditions, Kansas resources, mines, crops, cattle, schools, men, women, and children—

* * *

And then it was that I learned that the Kansas papers must take some of their own medicine—and advertise Kansas. Kansas has been cursed with too much bizarre publicity. Wild stories have caused Eastern business men to discount even the government reports of Kansas wheat crops. My auditor exclaimed:

"Why don't you tell the advertisers and agency men these things you have just told me about your state. I've heard a good deal of it before but supposed it was only newspaper talk (*the pity of it!*). If you really raised as much wheat last year as you say you did, and have really as much money to spend as you say you do, and your people are really buying automobiles and talking machines as you say they are, national advertisers who have money to spend ought to know about it."

* * *

To recapitulate: Kansas newspapers can get more national advertising than they can carry if they will

1. Perfect an organization that will move and act as a unit in the matter of creating new business and in handling that business which would come to them naturally if the path were not so difficult

2. Maintain an honest rate card
3. Submit a certified circulation measure
4. Clean up the advertising columns
5. Advertise
6. Co-operate with advertiser in whittling down the gambling element
7. Furnish information along industrial lines.

* * *

Kansas publishers could make Kansas a proving ground for national advertisers. Before going extensively into a campaign involving, say, \$100,000, a manager would welcome the opportunity to spend, say, \$10,000 in a restricted area as an experiment in order to discover weak spots and strong points in his selling campaign. Kansas could, by organization and through a Central Bureau, offer easy facilities and scientific information, and advertisers would choose it at once for this preliminary work.

I speak on this point with authority. Four national concerns, out of five solicited, promise such a Bureau \$30,000 in advertising contracts for the country press of Kansas. *There is no theory about that.*

A concrete plan of organization will be outlined in the next issue of the KANSAS EDITOR.

* * *

I have written in narrative fashion and with the most immodest disregard for the personal pronoun. I doubt if I should have the courage to present such an idealistic program to any editors but those of Kansas. With their proverbial vision, Kansas editors ought to take advanced ground in the movement to strengthen the arm of the greatest selling force in the world, and lead the way for the country publisher everywhere to help solve the problem of national merchandising.

It is no secret that it is more difficult to sell advertising today than ever before. There is a nation-wide unrest. Here's honor and credit to him who can direct more intelligently this giant of commerce.

And may he be the Kansas editor.

Their Infinite Variety

THE versatility of Kansas editors is illustrated to some degree by the diversions which find favor with the following editors: John Gilmore coaches a foot-ball team; Tom Thompson directs a choir; Bill Payton has charge of the following associated interests of Colony: gospel team, choral society, band and commercial club; Rolla Clymer is the last speaker for all banquets at Olathe; Mrs. Homer Hoch is editing the *Record*, rearing a family and managing Homer's campaign for congress; C. L. Daughters is raising thoroughbred Herefords; E. E. Kelley plays tuba in the band when there is a bass solo to be played; Ol Little spends his spare moments buying and trading farms; F. M. Pearl occasionally preaches a sermon; Charley Browne is the chief strategist of the Kansas National Guard and Bill White sells the stuff that is crowded out of the *Gazette* to eastern magazines.

Three Good Meetings

ONE hundred Kansas editors took a few days off last month for the purpose of putting an edge on their wits by rubbing up against their "loathed but esteemed contemporaries" in three of the best district meetings that the state has yet seen. The Third District Editorial Association met in Independence on October 30, the First District at Holton on November 19, and the Golden Belt Editorial Association at Hays on November 29.

The thing that made all three of the conferences go off with a bang was the fact that there was a dearth of "papers" and a wealth of round table discussion. The subjects discussed were very close to the editorial heart, and ranged all the way from the cost of legal printing to the extermination of type-lice.

The editors took advantage of the opportunity for a lark like a lot of boys let loose from school. At Independence the Commercial Club royally entertained the Third District visitors with a banquet and an automobile hike about the city. At the regular session, there was just one difficulty—it was hard to hold 'em down.

The Business Men's Association of Holton also produced a banquet and an automobile ride for the First District men. The banquet was followed by a meeting in the Methodist Auditorium, where there was a musical program, and talks by Mayor J. E. House, of Topeka; Congressman D. R. Anthony, of the *Leavenworth Times*; Ewing Herbert, of the *Hiawatha World*.

The Golden Belt Conference started with a very high muzzle velocity owing to the fact that it was one of three big meetings which were held at Fort Hays Normal School. The day marked the opening of the Normal's short courses for adults, and the annual Governor's Day exercises, in addition to the editorial meeting. More than thirty editors, several accompanied by their wives, were present.

The editors also made a trip to the Fort Hays experiment station, consisting of a group of farms comprising 7,800 acres, where problems of western Kansas agriculture are being worked out under experts from the Kansas Agricultural college and from the United States department of agriculture.

The following were present at the Third District meeting in independence:

C. A. Connelly, *Independence Tribune*; Clyde H. Knox, *Independence Reporter*; L. W. Davis, *Elk City Sun*; Charles F. Scott, *Iola Register*; Roy L. Fruit, *Sedan Times-Star*; H. J. Powell, *Coffeyville Journal*; Herbert Cavaness, *Chanute Tribune*; Col. Seth G. Wells, *Erie Record*; W. R. Burge and Albert Stroud, *Cherryvale Republican*; H. R. Huston, *Chetopa Advance*; Arthur McNay, *Galena Republican*; W. A. Blair, *Oswego Independent*; Wilfred Cavaness and George Barcus, *Chanute Tribune*; Clad Thompson, *Kansas City Star*; Thomas E.

Thompson, *Howard Courant*; Earl D. Knox, *Independence Reporter*; J. A. Powell, *Fredonia Citizen*; H. E. Brighton and Earl Yoe, *Independence Tribune*; C. D. Inglefield, *Independence Reporter*; A. L. Palmer, *Thayer News*; W. A. Eaton, *Western Newspaper Union*; R. J. Conderman and D. H. Wallingford, *Mound Valley Journal*; Frank George, *Altamont Journal*; Charles Yoe and W. T. Yoe, *Independence Tribune*; Merle Thorpe, Department of Journalism, the University of Kansas; W. H. Chaney, *Rochester (N. Y.) Herald*; J. H. Hodgkins, *Topeka Paper Company*; H. J. Richmond, *Independence Free Press*; and George T. Guernsey, R. S. Litchfield, W. S. Fitzpatrick and A. Bowdish of Independence.

The First District attendance at Holton follows:

D. R. Anthony, Jr., and W. I. Biddle, *Leavenworth Times*; Ewing Herbert, Mr. and Mrs. Drew McLaughlin, Miss Jessie Sheperd and David Fernsler, *Hiawatha World*; Mr. and Mrs. Chas. H. Browne, *Horton Headlight-Commercial*; Mr. and Mrs. F. H. Roberts, *Oskaloosa Independent*; Mr. and Mrs. J. E. House, Walter A. Johnson, and D. O. McCray, *Topeka Capital*; Merle Thorpe, of the University of Kansas, Department of Journalism, Lawrence; Mr. and Mrs. George Harmon, *Valley Falls Vindicator*; Mr. and Mrs. Ray Ingalls, *Goff Advance*; Walter Montgomery, *Troy Chief*; H. L. Waite, *Centralia Journal*; Clad H. Thompson, *Kansas City Star*, writer of *Kansas Notes and Starbeams*; C. W. Ryan, *Wathena Times*; N. A. Crawford, K. S. A. C. Journalism Department, Manhattan; T. A. McNeal, *Farmers Mail and Breeze*, Topeka; Imri Zumwalt, *Bonner Springs Chieftain*; Mr. and Mrs. Ben L. Mickel, *Soldier Clipper*; Judge J. S. West, of the Supreme Court; Mr. and Mrs. S. T. Osterhold, *Horton Signal*; and M. M. Beck, Miss Martha Beck, and Mr. and Mrs. T. Beck, *Holton Recorder*.

Those who were present at the Golden Belt conference were:

Gov. Arthur Capper, Capper publications, Topeka; A. K. Trimmer, *Gove County Republican Gazette*, Gove; D. O. McCray, special correspondent, Topeka; Walter A. Johnson, *Daily Capital*, Topeka; Lee Meadows, the *Lincoln Republican*, Lincoln; Merle Thorpe, University of Kansas, Lawrence; Harry S. Kennedy, *Beaver Valley Booster*, Cedar Bluffs; Arch L. Taylor, *Russell Reformer*, Russell; Mr. and Mrs. W. A. Hill, *Plainville Times*, Plainville; Homer Talbot, *Kansas Municipalities*, Lawrence; Lee Harrison, secretary Board of Administration, Topeka; Charles H. Emmons, *Hill City Republican*, Hill City; Clad H. Thompson, *Star*, Kansas City, Mo.; W. H. Snyder, *Ellis Review Headlight*, Ellis; Mrs. Cora G. Lewis, *Kinsley Graphic*, Kinsley; N. A. Taylor, *Record*, Russell; A. Huycke, *Ellsworth Reporter*, Ellsworth; E. W. Hoch, *Record*, Marion; Fred Gebhart, *Messenger*, Ellsworth; Homer K. Brookhard, *Bunker Hill Advertiser*, Bunker Hill; O. W. Holt, International News Service, Manhattan; Forster D. Joslyn, the *Logan County News*, Winona; Lulu B. Ross, the *Palco News*, Palco; L. M. Parker, the *Oberlin Times*, Oberlin; F. B. Nichols, the *Farmers Mail and Breeze*, Topeka; W. H. Holmes, the *Dorrance Star*, Dorrance; A. L. Clark, *Hays Free Press*, Hays; Mabel E. Graves, Capper Farm Papers, Topeka; Mrs. N. A. Turner, *Russell Record*, Russell; Mrs. Anna L. Tyler, *Russell Reformer*, Russell; Ida L. Emmonds, *Hill City Republican*, Hill City; P. Caspar Harvey, *Fort Hays Normal Leader*, Hays.

THE KANSAS EDITOR

A MONTHLY JOURNAL OF INFORMATION AND ENTERTAINMENT FOR THE KANSAS NEWSPAPER FRATERNITY

Published by the
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LAWRENCE

MERLE THORPE, Managing Editor
L. N. FLINT, J. W. EVANS, W. B. BROWN,
Associate Editors

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THE KANSAS EDITOR welcomes contributions of articles and items of direct interest to the Kansas newspaper field.

From the Press of the
Department of Journalism
University of Kansas

At the meeting of the executive committee of the Kansas State Editorial Association in November, some one asked what had become of the KANSAS EDITOR. He was told that although the expense had been met more than half-way by the Kansas City Paper House, the Graham Paper Company, the American Type Founders Company, and the gratuitous work of students and faculty in the Department of Journalism, yet with no resources (and a cost system in the back office) it was unwillingly forced to suspend.

The committee generously agreed to look after this deficit (if it were kept within bounds) in the future and did the KANSAS EDITOR the honor of naming it the official publication of the Association, subject, of course, to ratification at the annual meeting in April. The recommendation of the executive committee at that time will be for the Association to set aside a certain part of the regular dues to meet publication expenses and in return to furnish each member of the Association with the KANSAS EDITOR.

We thank the committee for its pulmotor. We are glad to get back into the harness again. To repeat from our "We Have Come to Stay" of two years ago, it is our wish to make this journal one of information and entertainment for the newspaper men of Kansas. It's a clearing house of Kansas newspaper ideas; send one in to be cleared.

And so to get in good standing with the KANSAS EDITOR it is incumbent on you, gentle reader, to send to Treasurer Colonel O. W. Little, of the *Alma Enterprise*, a dollar bill, which will also place you in good standing with the Association. Your embossed receipt, adorned with the well-known and large flowing hand of the Treasurer-Colonel, will also admit you to all the emoluments, banquets, speeches, automobile rides, and gabfest of the regular annual conclave.

W. E. Blackburn, formerly owner of the *Anthony*

Republican, finally responding to the "calling voice," has bought the *Washington Republican* of Mr. Cowgill and will re-enter the newspaper business. Mr. Blackburn, who was formerly president of the State Editorial Association, quit the newspaper game several years ago and has since been an agriculturalist—and a successful one, too—but he had the newspaper virus in his system, and the lure of the printing office was too strong to be longer resisted.

Another creditable addition to that ever lengthening list of hyphenated newspapers was made in October when the *La Cygne Journal* and the *Record* consolidated under the management of U. G. Stewart. The one paper is larger and undoubtedly will give the readers and advertisers better satisfaction than two publications—in spite of the fact that the name of the consolidated newspaper is considerable of a mouthful, the *La Cygne Journal-Record*.

Harry T. Leonard, of the *Harper Sentinel*, not only gets out a good newspaper but is one of the best bowlers in his town and finds time to enjoy duck hunting on the Salt Plains near Cherokee, Oklahoma.

L. D. Harding, of the *Attica Independent*, has the sympathy of his newspaper associates in Harper county, and the state, in the loss he recently suffered by the death of his mother. She had reached a good old age, eighty years. Mr. Harding paid a beautiful tribute to her in a late issue of his newspaper.

Bob McColloch, of the *Anthony Bulletin*, says the editors of the prison newspapers write in such optimistic moods that sometimes a fellow on the outside wishes he were running a moral guide on the inside.

The Kansas newspaper man seems at last to have "come into his own"—he is receiving the recognition, though tardy, that has long been due. The latest recognition is to give three of the six places on the Kansas Day Club program next January to prominent Kansas editors: Ewing Herbert of the *Brown County World*, Herbert Cavaness of the *Chanute Tribune* and A. Q. Miller of the *Belleville Telescope*.

Charles F. Scott, a part of Iola's pep, dropped into the *Colony Free Press* office the other day on his way home from a lecture at LeRoy, and in the beautiful Kansas language said, "I'm next on the pipe, Bill." And he was, too. And Mr. Scott has discovered that as a mere citizen of Iola he can find more work and enjoyment than he ever before located in one bunch.

When the retail merchants of Newton planned a campaign for "dress up" week they suggested that prizes be offered for the best display windows. The *Evening Kansan-Republican* offered three liberal prizes

in advertising for the purpose, and the result was a bunch of the finest display windows the Santa Fe division point stores ever put up, and the fine spirit of co-operation between the stores and the *Kansan* was strengthened, and non-advertisers were encouraged to add their influence to the general efforts towards promotion.

E. J. Bookwalter, editor and owner of the *Halstead Independent*, is in Kansas City, taking treatment from a specialist in eye diseases. Mr. Bookwalter has been practically blind for several months, though he has been active in directing the affairs of his paper. He refuses to sell the *Independent*, but is keeping it for his two sons, who are rapidly fitting themselves to handle the business.

John Redmond, owner of the *Burlington Republican*, has absorbed so many newspapers, that the list would read like a newspaper directory. Here are a few of them: the *Patriot*, the *Nonpareil*, the *Farm Record*, the *Courier*, the *Times*, the *Herald*, the *Jeffersonian*, the *News*, the *Independent*, the *Democrat*.

Bert Harris, of Herington, laid off several days last week for the purpose of spending Thanksgiving with relatives in Iola. His relatives, however, complain that they saw very little of him. Bert, before going to Herington, spent a good many years on the *Register's* writing staff and a good share of the time he spent in Iola last week was employed in poking through the old files of the paper. In talking over old times the subject drifted to whiskers, and Bert remarked that the first and only time he ever allowed his facial foliage to spring forth uncut was back in the balmy days just following a baseball game between the Iola barbers and the Iola printers. He went again to the old files of the paper to illustrate his story. It was a big game. The papers for a week preceeding the contest bristled with stories that doped out the coming exhibition and the drift of the dope left no doubt as to the outcome. The barbers didn't have a chance. Even the barbers themselves were inclined to believe it when they read Bert's last dope before the game. But barbers are not considerate of the feelings of others and it may be that the umpire and scorekeeper had failed to read Bert's dope—at any rate; the printers were beaten right shamefully. The weather had kept all but a small number of the more enthusiastic rooters from attending the game. Bert at first blush, considered that if no mention of the result appeared in the paper few people would ever know the outcome, but finally he had a happier thought. He threw back the reverse lever on his typewriter and ground out a baseball story that would fill a page, only he reversed the play completely and gave the printers credit for every run and every fancy play that had been staged by the victorious barbers. Every man on the printers' team distinguished himself according to Bert's

account and the barbers stood no more show than a load of cord wood in a horse race. The story was printed just like that. Bert explains that he never did admire whiskers, but at that time he was too young and innocent to run the risk of having his throat cut.

C. E. Carroll, who for several years, was editor of the *Alma Signal*, will make the race for congress in the Fourth District.

F. M. Patterson, who edits the *Woodson County Advocate*, spends most of his time these days as a government federal inspector, being an appointee of the congressman from the Fourth District, and drawing down a \$2,000 salary.

Since George Morgan, president of the Fourth District Editorial Association, has sold his *Peabody Gazette*, and left the district, it has devolved upon the secretary, Austin Torrance, of the *Lebo Star*, to act as president by common consent. Torrance will no doubt work up a good program and call a meeting soon that will bring most of the Fourth District editors together to talk shop.

Speaking of pulchritude, Roy Bailey, business manager of the *Salina Journal*, was declared by a Topeka critic the other day to be the handsomest newspaper man in the state. Any other entries in this beauty contest?

John Poorc, of the *Greensburg Signal*, has built up a paying business in land advertising for southern firms. He runs them in a list of a dozen Kansas papers making a total circulation of about 15,000 and prorates the receipts.

It is not often that three generations of a newspaper family contribute to the same issue, yet this was the case in a recent number of the *Holton Recorder*. Major M. M. Beck contributed his quota of philosophy and editorial comment; his son, W. T. Beck, had something to do in getting the sixteen page paper out on time, and his grandson, Tom Beck, aged nine, did his initial newspaper work in writing up his first rabbit hunt. The *Recorder* has been in the Beck family for forty-five years.

Wichita is claiming the oldest active newspaper reporter in the United States in George Litzenberg—universally known as Farmer Doolittle—of the *Eagle*. Farmer is now seventy-seven and works every day in the year. He acknowledges no boss since Colonel Murdock died but turns in as good a string of stuff every day as the youngest man on the force. He is the oddest character in Kansas, six feet tall and weighing about 115 pounds. His hobby used to be to enter into a joint debate with every public speaker that came to

Wichita. Dave Leahy used to send him to report Republican orators during tariff campaigns with malice aforethought, for it was Farmer's custom when any of them misquoted a fact in tariff history to rise up from his seat and explain to the audience where the speaker was wrong. He was in youth the friend of Abraham Lincoln and had the distinction of living in Sedgwick county for about thirty-seven years without being outside its limits or on a railroad train. Finally Helen Gould came along in her special car and nobody else being able to handle the interview, Victor Murdock put Farmer on the job and he got a splendid story from her.

The *Topeka State Journal* has enlarged the width of its paper to eight columns, following the lead taken by many of the larger papers over the country. The new "State Journal Eight" appeared for the first time December 1.

Walter Johnson, managing editor of the *Topeka Daily Capital* has moved into a beautiful new home he has just completed in Elmhurst, Topeka.

A. E. Duvall, formerly of the *Canton Pilot* and *Inman Review*, is looking around for an inviting patch to cultivate.

Anna Carlson, in charge of the editorial page of the *Wichita Eagle*, is successfully showing that Lindsborg is a fine place to start, provided one starts.

Charles M. Harger having successfully combined the duties of editor of the *Abilene Reflector* and chairman of the State Board of Corrections, is thinking of adding the salary of a member of congress to his other resources.

Fred H. Lobdell, sold the *Kinsley Mercury* and is now located on a branch at Hutchinson trying to decide where to light next.

Three former school principals are running newspapers in Jewell county.

Gordon Hitz, foreman of the *Mankato Advocate*, is some stayer. He has held his job over twenty-five years. The *Advocate* doesn't take proofs. Gordon reads over the type in the galleys and corrects them; and you will notice the *Advocate* is typographically clean.

Kansas editors all see folly in the fury with which the Balkan states fall upon each other. But wait until the county printing is handed out next month.

J. O. Rogers of the *Randall News*, has recently added a typesetting machine to his equipment. Instead of

making so much tatting his wife slips in sometimes and makes a few galleys of type for him.

Harry Ross, editor of the *Burr Oak Herald*, does not pose as a funny man, but many of his paragraphs travel over the state.

John Madden of the *Linn County Republic* has taken on a sideline that bids fair to make him the god-father of a regular battlecreek of a health resort. He is secretary and publicity man for the company that is exploiting Mound City mineral water and the sanatorium known as The Maples. It seems that the curative properties of the water have been known locally for many years but no attempt has been made until recently to have them understood abroad. The publicity matter written by Mr. Madden is the kind that tells an interesting story in a convincing way.

Just to demonstrate further that a Kansas editor will try anything once, W. C. Markham of the *Baldwin Ledger* is writing a play. It is entitled "The First Christmas in Palmyra," and pictures the Christmas of 1855 in connection with stirring incidents of that day. The cast represents John Brown and thirty-nine others. Best of all, the play, unlike most, will have a real first night on Christmas eve in the gymnasium of Baker University.

The Boys are all glad to know that Old Fred (Vandegrift) is around again after a month of severe illness which came upon him while he was on a trip to Arizona. His home address is 3112 Linwood Boulevard, Kansas City, Missouri.

According to Jay Hawker, of the *Salina Journal*, the journalism department at Lawrence is on the right track. A recent announcement from there states that the students have decided to wear corduroy trousers. That would indicate that the j. d. s. intend to make newspaper work their life profession, as corduroy is said to wear better than any thing but an Oriental rug, which is said lasts forever, and looks better all the time. That would be the ideal material for trousers for journalists who intend to stick to the game, and not allow themselves to be sidetracked by the offer of a job to become governor, lieutenant governor, secretary to the governor, state treasurer, state printer, auditor of state, member of the utilities board, the board of corrections, or some other public office.

The *New Cambria Times* has suspended publication as the field was found to be too small to support a weekly.

Fay N. Seaton, who bought the *Manhattan Mercury* recently, has all six cylinders working. Although Mr. Seaton had no experience in the management of a news-

paper when he went to Manhattan, he seems to have avoided mistakes as easily as if he had been raised on printer's ink and tabbing compound.

Does the unanimity with which all the Kansas editors last week suggested editorially "Do your Christmas shopping early" show that great minds run in the same channel or was the matter prearranged?

O. W. Little of the *Alma Enterprise*, who has been dubbed the potato king of Wabaunsee county by Deacon Kelley of the *Toronto Republican*, reports that he has just finished harvesting his crop of tubers and that the yield is sufficient to supply potato salad for all the editors and their wives at the next annual association meeting.

R. R. Rea of the *Harveyville Monitor*, has recently enlarged his paper to a six column quarto size to take care of his increased business. He is making a conspicuous success of a small town paper.

J. A. Lister, who has owned the *Times* at Wamego for the past seven years, sold out last week to Glenn Danforth of Blencoe, Iowa, who will make of the *Times* a Democratic paper. Lister retires because of poor health. He has bought several farms and made much money out of the *Times*.

In Wabaunsee county, the four leading papers divide the county printing. It is let at the legal rates and each paper is paid according to its proved circulation in the county. Each paper submits its mailing list to the county clerk in January to determine its ratio and the brethren dwell together in peace and unity.

The mother of Frank I. Sage of the *Alma Enterprise*, died on December 3 at the home of her son. She was eighty-two years old and was one of the pioneer women of Kansas, coming to the state in 1877.

A. C. Inlow, of the *Reveille-New Era* at Hill City, has joined the workers since Wilson made a postmaster of him. His hours are from 5 a. m. to 8 p. m., and four hours on Sunday. No ball games, fishing, etc., now. He must wait on the "deer peepul, don't you know." C. A. G. Inlow has fallen heir to the managerial job, and has E. W. Cook, late of Carlyle, Ill., as "local gatherer."

One of the most remarkable achievements of the *Kansas City Star* is the team work of Ralph Stout, managing editor, and Gus Seested, business manager. They have pulled together somewhere around a quarter of a century, carrying out W. R. Nelson's policies, with their chief likely to be sojourning most anywhere in the United States or elsewhere. Mr. Stout lets Mr. Seested business manage and Mr. Seested lets Mr. Stout editor manage with a blending of authority until you can't

tell where the boundaries meet. With this possible exception: Mr. Seested just naturally loves to dabble in the serial stories the *Star* runs and Mr. Stout enjoys seeing the business manager take his little dissipation.

The newspaper offices in Ellis county have been putting on an appearance indicating prosperity. The *Review-Headlight* office at Ellis has within the past year or so added a Miehle newspaper press and a 10x15 Chandler and Price jobber besides a lot of new type. The *News* at Hays has added a rebuilt Huber press to its equipment and the *Free Press* of the same city has added a large job press and other equipment. A new paper was launched at Victoria in November this year and its proprietor, Tell Peterson, promises to make the *Review* a power in the land. All the papers in the county seem to be doing a good business, both in advertising and job printing.

John Gilmore of the *Fredonia Citizen*, had his collar bone broken one day recently, while coaching the Fredonia high school basket ball team. Hard luck!

R. E. Wood recently sold a half interest in the *Spearville News* to I. C. Rosa of Galesburg. Wood probably would have bought a yacht if some careless person had not pulled the stopper and let all the water out of the Arkansas river. The yacht fund is now invested in automobiles, and the former czar of the *News* is taking the entire gasoline output of a couple of Kansas refineries.

Down in Coffey county they have a County Editorial Association which meets occasionally and the editors there have done away with many of the unpleasant episodes of other days, and are doing much better team work. One result of the organization was the adoption of a rule to stop all subscriptions at the date of expiration unless expressly renewed. While some of the papers couldn't see their way clear to do this, several of them did and all are greatly pleased with the result. Tom Flory of the *Gridley Light* lost only ten and most of them were back within a month. Glick Fockele of the *LeRoy Reporter* lost a few more than that, and John Redmond of the *Burlington Republican* had to chop off several hundred, but so many had renewed and the campaign had collected so much good money that he is greatly pleased with the new plan and wouldn't go back to the old system under any conditions. Nine out of ten of the unpleasant incidents in a country newspaper office are due to misunderstandings over subscriptions, and with the stop-when-out plan there is no chance for misunderstandings. And neither does the editor lose any subscription money.

Would you take a nice summer vacation from your newspaper work if you could afford to? Eugene A. Howe, who five years ago succeeded his father as the

head of the *Atchison Globe*, never does, and he isn't adverse to a vacation either. He works every day during the "heated term," and the balance of the year for that matter, that he may have a couple of weeks off when the ducks begin to fly in the fall. When the season opens he establishes a camp on a sand bar in the Missouri river above Atchison, and there he lives for two or three weeks. Sometimes he has friends with him who like to hunt, but often he is entirely alone. It is his idea of a good time.

The back office of the *Great Bend Daily Tribune* resumed its ante-cyclone appearance a few days ago when the last gasoline engine, which had been running the duplex press, was removed. The editor referred to it touchingly as the office pet, but the boys are sure he meant to write "pest."

Earl C. Woodward, editor and owner of the *Minneapolis Messenger*, has added a new model "K" linotype to his print shop equipment. The machine carries six, eight and ten point magazines.

Hoy Smith, formerly editor of the *Glasco Sun*, is now owner of the *Greenleaf Sentinel*.

A. B. Edson is the new editor of the *Ottawa County Democrat*. Mr. Edson is getting out a good community paper.

The personnel of the newspaper bunch in Russell county has had but one change the past year. Arch L. Taylor, an attorney, became owner of the *Russell Reformer* in April, succeeding J. W. Morphy, who is now postmaster. The two Russell newspapers believe in co-operation and work together harmoniously. Other members of the fraternity in this county are: N. A. Turner, *Russell Record*; H. U. Brookhart, *Advertiser*, Bunker Hill, who may be termed the humorist of the profession in this county; O. H. Walmer, *Independent*, Lucas, the real scholar of the bunch; Sherman Belveal, *Herald*, Luray; the farmer editor; W. H. Holmes, *Star*, Dorrance, the optimist.

N. A. Turner is about to present his *Russell Record* with a useful Christmas remembrance in the shape of a linotype.

Walter P. Montgomery is preparing a history of Doniphan county, to be published as an edition of the *Troy Chief* about Christmas time.

The *Wathena Times* followed its usual custom of getting out special Christmas advertising numbers December 10 and 17, with colored cover.

F. W. Brinkerhoff of the *Pittsburg Headlight* confesses to a friend that he was recently the victim of a joy ride. He was chairman of the committee which ran

two big good roads and sociability motor tours and was in the pathfinding car. While going only forty miles an hour November 2, he hit a railroad crossing and ran off a bridge. He emerged with a badly sprained leg, a badly sprained finger, several cuts and bruises and that glad-to-be-alive feeling.

W. L. Chambers of the *Rooks County Record* is the dean of newspaper men in the Sixth district. He started the *Record* in 1879 and has been on the job ever since.

Harry Clark of the *Alton Empire* now drives tandem having recently purchased the *Woodston Argus*.

Fred Trigg, an Anderson county boy, now on the *Kansas City Star*, was invited by the Colony Gospel Team to address a union meeting and did it Sunday, November 28. His public report to the people of the doings of the Devil was as fine and as workmanlike as anything he ever turned in as a reporter for any paper. According to Trigg, the Devil, like a great many people always tries his level best to keep on good terms with the editor.

While in Europe, Victor Murdock will by no means give all his attention to the war trenches. He will make a very nice visit to the ancestral home of his old friend, colleague and private secretary Dave Leahy, in Ireland. It is one of the most Irish spots in Ireland and Mr. Leahy's brother is still residing in the old home that his forefathers have occupied since the time of Charles the Second. Victor particularly desires to verify the idle hour stories Dave used to tell him about the Banshees and fairies that abounded in the place.

Earl Fickertt, formerly of the *Lewis Press*, is now the editor of the *Montezuma Chief*, in Gray county. The interested brethren want to know what he does with that extra "t" on the terminus of his name but he probably knows best.

Rex Miller, of Kansas City, a student in the department of journalism at K. U., won by competitive examination the Rhodes scholarship this week. It provides \$4,500, and tuition at Oxford University.

W. J. Granger has taken hold of the Hoyt paper and is publishing it under the expressive title, the *Hoyt Booster*. And he is making his paper all that the name implies. Granger has been in the newspaper game for twenty-five years.

The *Garnett Daily Review* retired two months ago to the weekly field.

Winter Is Here, and by wearing a heavy overcoat Herb Cavaness is again able To Cast A Shadow.



HAT'S a pretty fair working library that the editor of the Newton Kansan-Republican has ready for reference any day in the year—more than 100,000 volumes on every subject that could possibly perplex an editor's mind. He also keeps a bunch of some 200 specialists in all lines, from pure drugs to street paving, whom he can consult as occasion suggests.

It isn't because he is the high and mighty president of the Kansas Editorial Association that he is lord of all this preparedness, but it is just because he is a Kansas publisher—and every other Kansas publisher has equal access to the information at the University of Kansas.

It is customary to think of a university as an institution that exists just to give instruction to young men and women. That is its primary purpose, of course, but a state university like the University of Kansas sees an opportunity to place its equipment at the service of the citizens of the state, old as well as young, directly as well as indirectly. There are many ways in which it can be of use to the editor who will make his wants known.

In every community, questions are coming up on which the editor needs the latest facts and opinions. The six and six plan of organizing a high school, for example, is a live question on which the Department of Journalism furnished, last week, three articles of 600 words each to a Kansas editor. There is always a student in the Department ready to run down the facts on any question you may be interested in, whether it involves consulting the Library, the Laboratories, the Municipal Reference Bureau, the Chancellor, or all of them put together. Give him exercise!



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ORD, let me never tag a moral to
a tale, nor tell a story without a
meaning

Make me respect my material so much
that I dare not slight my work

Help me to deal very honestly with
words and with people for they are
both alive

Show me that as in a river, so in a writing,
clearness is the best quality, and a little
that is pure is worth more than much
that is mixed

Teach me to see the local color without
being blind to the inner light

Give me an ideal that will stand the
strain of weaving into human stuff on
the loom of the real

Keep me from caring more for books
than for folks, for art than for life

Steady me to do the full stint of work
as well as I can; and when that is done,
stop me; pay what wages Thou wilt, and
help me to say, from a quiet heart, a
grateful AMEN

—Henry Van Dyke